



FAQs

What is this program?

Go Centennial is a pilot program providing a solution for transit users to easily get to and from RTD's Dry Creek Light Rail Station. Often, getting to or from the light rail station is the most challenging part of taking transit. This is what is called the "first and last mile" problem (see below). By integrating with the Go Denver app and partnering with Lyft, we have created an easy, cost effective and efficient model to reach your destinations without having to drive. The Go Centennial pilot program allows transit users to schedule free Lyft Line rides to and from the Dry Creek Station within the existing RTD Call-n-Ride service area. **To qualify for a free Lyft Line ride you must be registered through the Go Denver app, be traveling to or from the existing RTD Call-n-Ride service area and the Dry Creek Light Rail Station Monday through Friday 5:30 a.m. – 7 p.m.**

What is the "first and last mile"?

The first and last mile isn't a mile, exactly. It's the distance between your home or workplace and the light rail station.

While it is usually a short distance, it is often the most challenging part of the trip. We hope that by making this part of the trip easier, transit becomes a more viable option for many travelers.

Why is this a pilot program?

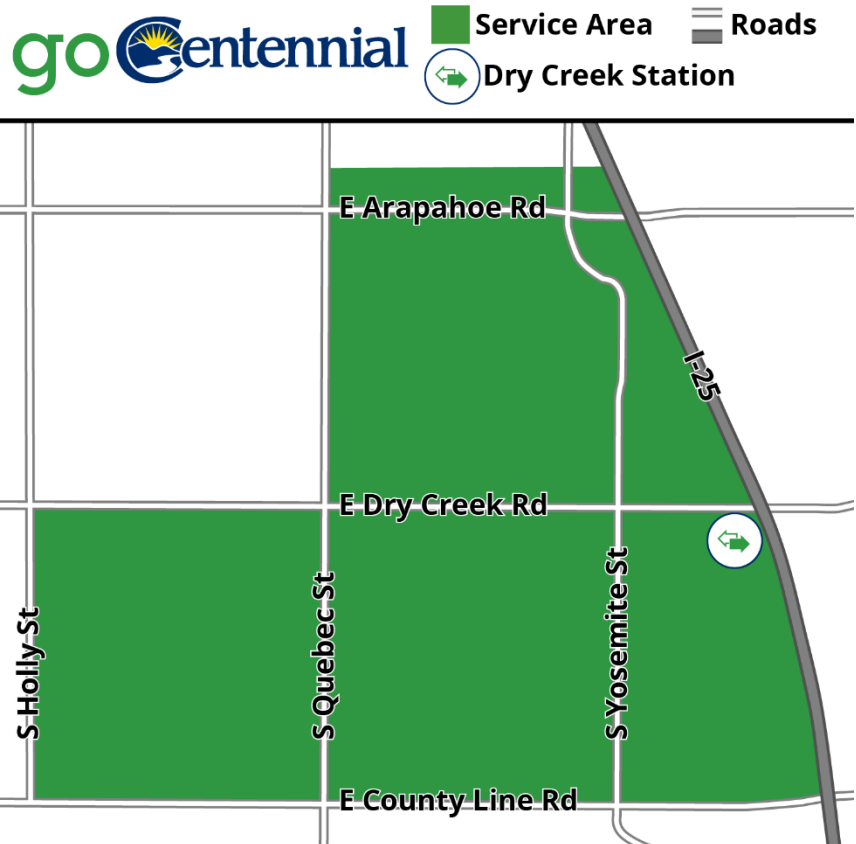
Simply put, this is a whole new platform, which requires testing to see what works and what doesn't. We hope this service will be easier, more convenient and less expensive than existing services - no other city in the country has tried to connect transit and rideshare so seamlessly. We hope you will provide feedback about the service so it can continue to improve.

What area does this pilot program encompass?

The pilot covers most of RTD's existing Dry Creek Call-n-Ride service area. The service area stretches west from I-25 to S Quebec St between E Arapahoe Rd and E Dry Creek Rd. and from I-25 to Holly St. between E. Dry Creek Rd. and E. County Line Rd.

What if I want to go just outside of the service area? Is it free until I'm outside of that area or do I have to pay for the whole thing?

If you are traveling outside the service area, you will be responsible for paying the entire fare.





What are the hours I can use this program?

This service will run the same hours as RTD's Call-n-Ride. Monday through Friday, 5:30 a.m. – 7 p.m.




How long can I expect to wait for my ride to show up?

Actual wait times depend on how many drivers are currently in the area, but in most cases a ride will arrive within 5 to 10 minutes.

How long will this program be in place?

We hope to run the pilot from August 17, 2016 to February 17, 2017. However, the pilot may end earlier if the funding is expended.

How does this work? What do I do? I have a smartphone!

1. Download the Go Denver app from Google Play (Android) or App Store (iPhone).
2. When you first open Go Denver, you'll be prompted to create a Go Denver account.
3. Click the  menu icon in the top left corner, and follow the link to Go Centennial. If you don't have a Lyft account you will be prompted to download the app and create one.
4. From the Go Denver Ride Now map screen, enter your origin ("From") and destination ("To"), and click  "Route." If your trip is within the service area, an icon for a 'Lyft Line to Light Rail' option will be provided.
5. Click the  icon and follow the prompts to book your Lyft Line ride.

A map of the service area is available on the Go Centennial link. To qualify for a free Lyft Line ride you must be registered through the Go Denver app, use the Go Centennial link, be leaving or going to the Dry Creek Light Rail Station within RTD's existing Call-n-Ride service area, Monday through Friday from 5:30 a.m. to 7 p.m.

What if I don't have a smartphone?

If you don't have a smartphone, you may call Centennial's Citizen Response Center at (303) 325-8000 and mention Go Centennial. The representative will walk you through the steps to help book your Lyft Line ride. This number is reserved only for those without smartphones needing assistance booking a Go Centennial ride as part of the pilot program.

What is Lyft Line? How is it different from a regular Lyft?

Lyft Line is a car-sharing service offered by Lyft. After requesting your ride, you may be matched with one other person or group headed in the same direction. Lyft ensures your driver will not deviate more than 5 minutes from the optimal route, resulting in minimum impacts to your travel time. This pilot is utilizing Lyft Line service to help reduce the number of cars on the road and fund more rides for you.

Do I have a choice whether to use a Lyft Line or a regular Lyft ride?

To qualify for a free ride as part of Go Centennial, you must take a Lyft Line. This helps keep costs low and reduce the number of cars on the road. If you opt to take a regular Lyft ride you will be responsible for paying the regular fare.

Can anyone use this pilot program?

Yes, anyone over 18 can use this pilot program. All of Lyft's vehicles have 4-doors and accept service animals. If you are unable to ride in a sedan, you can request a wheelchair-accessible vehicle by selecting the Lyft Access option when booking the ride or telling the Citizen Response Center representative.



What is the cost to participate?

The Lyft Line ride is free when traveling to or from the Dry Creek Light Rail Station within the existing Call-n-Ride service area if you register through the Go Denver App. A light rail ticket is required to ride the train.

How is this paid for? Were taxpayer dollars used to develop this program?

The project concept and implementation plan were developed by the Centennial Innovation Team, funded by Bloomberg Philanthropies. Funding for rides is being provided by the City of Centennial and the Denver South Transportation Management Association.

How do I know using a rideshare is safe?

Lyft conducts criminal background checks, DMV checks, vehicle inspections and provides \$1 million liability insurance for all drivers and vehicles. In addition, there is a zero-tolerance drug and alcohol policy and a rating system; if you rate a driver less than 3 stars, you will never be matched with that driver again. If you do experience a safety incident, call 911, if necessary, then call Lyft's 24/7 Critical Response Line at (855) 865-9553.

Do you offer service for people with disabilities?

Yes. Lyft Line provides rides to people with small mobility aids that fit in the back seat of a sedan, like folding wheelchairs. For larger mobility aids, we have partnered with Via, a full-spectrum mobility manager, to serve paratransit trips through this pilot. Our accessible vehicle is an MV-1, equipped with a ramp.

How can I request an accessible vehicle if I have a disability or mobility limitations?

1. Download and install the Lyft app and complete the Lyft registration process.
2. Click the Profile Menu button (the photo you uploaded during the registration process)
3. Click Settings.
4. Click Services.
5. Select "Access." The Lyft Access mode will now be enabled on your device.
6. Return to the main menu and click Promos.
7. Enter the code CENTENNIALACCESS.
8. Return to the main screen. Change the vehicle type to "Lyft Access" mode and enter your origin and destination. Continue following the prompts to book your ride.
9. Once the trip is booked, you will see a photo of the vehicle, the vehicle's license plate and the driver's estimated arrival time.

Why Lyft and not Uber?

Our goal for the program is to allow seamless planning and booking. Lyft's integration with the Go Denver app provides just that, alongside fast rides and friendly drivers.

Can I turn off geolocation?

Yes, you can choose whether or not to send Xerox anonymous data by updating your preference in the app's settings.



What kind of data is shared with the City? Is a user's name attached to this data? Can the City watch their every move?

The data is completely anonymous, so the City will not be able to track where someone is or learn exactly where they've been or are going. The City will receive data such as: frequent destinations, most used modes of transportation and peak travel times.

Does the Go Centennial program allow me to use the full functionality of the Go Denver app?

Yes. The app was built to cover the Denver Metro and Boulder Metro areas. The app also covers towns including Aurora, Lakewood, Centennial, Littleton, Arvada, Westminster, Thornton, Longmont, Allenspark, Jamestown, Altona, Hygiene, Gold Hill, Erie, Dacono, Fort Lupton, Lafayette, Louisville, Superior, Eldorado Springs, Coral Creek, Rollinsville, Henderson, Lochbuie, Golden, Blackhawk, Genesee, Morrison, Evergreen, Indian Hills, Lone Tree and Parker.

Keep in mind, to qualify for a free Lyft Line ride you must be registered through the Go Denver app, use the Go Centennial link, be leaving or going to the Dry Creek Light Rail Station within RTD's existing Call-n-Ride service area and Monday through Friday from 5:30 a.m. - 7 p.m.

Who do I contact if I have any issues?

If you experience a safety emergency please call 911.

If you need assistance planning or booking your RTD trip, including Call-n-Ride, bus, or light rail, you can visit www.GoDenverApp.com or call RTD's Trip Planners directly at (303) 299-6000.

If you need assistance with Lyft or Lyft Line service, please visit lyft.com/help. If you experience a safety concern, contact Lyft's Critical Response Line at (855) 865-9553.

If you would like help learning how to use the apps, visit Centennial's Mobility Ambassador Program's Transportation Resource Guide: <http://www.centennialco.gov/Government/senior-commission.aspx>.

Who are the project partners?

- Lyft will be providing rides to and from the Dry Creek light rail station.
- The Go Denver app, powered by Xerox, allows users to seamlessly plan and book trips within the service area.
- The City's 24/7 Citizen Response Center will assist in the booking of rides for people without cell phones.
- Denver South Transportation Management Association are funding partners for this pilot, with the hope that lessons learned can be applied for the benefit of all businesses in Denver South.
- RTD is providing operational guidance for the pilot. Through this pilot, we hope to provide data to RTD to help optimize service to light rail stations throughout the metro area.
- Via is providing transportation to people with disabilities and others living with mobility limitations.

What happens after the pilot period?

If this pilot project proves successful and data shows it is more effective and cost-efficient than existing services, the City of Centennial will approach RTD and other potential funders with a proposal to extend the timeframe and expand the number of service areas included in this program.



I have some ideas for new providers to be added to the app, how shall I give feedback?

We are thrilled to incorporate new providers. There are many ways you can contact us:

1. In the app:
 - Feedback form on the main menu
 - iPhone - take a screenshot and send a feedback or report a problem.
 - Android - shaking the phone will take the screenshot and will allow you to send a feedback or report a problem.
2. On the website: www.GoDenverApp.com
 - 'Contact us' form
 - Feedback form
3. By phone:
 - 888-808-3876
4. By email:
 - godenverapp@gmail.com

For more information visit go.centennialco.gov